

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-12 & thereafter)

SUBJECT CODE: 11CM/MC/CB44
B.Com. DEGREE EXAMINATION APRIL 2015
COMMERCE
FOURTH SEMESTER

COURSE : MAJOR – CORE
PAPER : CONSUMER BEHAVIOUR
TIME : 3 HOURS

MAX. MARKS: 100

Section A

Answer ALL questions.

(10 x 3 = 30)

1. What is consumer behaviour?
2. What are buying motives?
3. List the personal factors that determine consumer buying behaviour.
4. What is the role of perception in consumer behaviour?
5. What are the different types of buying behaviour?
6. What are reference groups?
7. What is Consumerism?
8. What kinds of attitudes are displayed by consumers in relation to buying?
9. What is the psychoanalytical theory of buying behaviour?
10. How can the redressal of consumer grievances be made at the state level?

Section B

Answer Any FIVE questions.

(5 x 6 = 30)

11. Explain the importance of studying consumer behaviour.
12. What is the influence of personality on buying decisions?
13. What are the characteristics and core values of culture?
14. Describe the behaviour that is expressed by different types of groups.
15. What is the need for consumer motivation in influencing buyer behaviour?
16. What are the different ways by which a consumer is exploited?
17. Discuss the causes for growing consumerism in India.

Section C

Answer Any TWO questions.

(2 x 20 = 40)

18. Explain in detail with an example the Black box buyer behaviour model.
19. Explain in detail the consumer's problem solving process.
20. Explain with examples the role of the family in consumer buying decision process.
21. Explain the provisions of the Consumer Protection Act, 1956.
